Ruskin Moscou Faltischek, P.C.
Attn: ILKB Notification
1425 RXR Plaza
East Tower, 15th Floor
Uniondale, NY 11556-1425

April 14, 2017

##C7667-L01-0123456 0001 00000001 **********9-OELZZ 123
SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Re: Notice of Data Breach

Dear Sample A Sample:

WHAT HAPPENED:

As a customer of ILKB, we want to inform you of a security concern that has recently arisen. On or about March 24, 2017, our third-party cybersecurity team reasonably determined that ILKB was the target of a sophisticated cyber-attack. As a result of our investigation, it appears that your private information may have been accessed by unauthorized persons intermittently between October 2016 and early January 2017. We believe an external source obtained unauthorized access to our server and managed to access personal customer information stored on the server.

WHAT INFORMATION WAS INVOLVED:

We reasonably believe that these unauthorized persons gained access to your private information, including first and last name, street address, email address, credit/debit card number, security code, and expiration date. We value you as a customer and we have worked diligently with our cybersecurity team to give you confidence in your kickboxing fitness journey with us.

WHAT WE ARE DOING:

We have retained a third-party team of forensic technical experts to assess and remediate any security concerns on our system. We are in the process of considering all options, including moving onto a managed server system and adding further protections to our security systems. Additionally, we retained cyber-counsel to ensure notifications to consumers like you were performed in compliance with the law.

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WHAT YOU CAN DO:

As an initial step, we recommend that you contact your bank and credit card company, even if you do not suspect or are aware of any fraudulent activity. As recommended by the Federal Trade Commission (FTC), we suggest that you place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Call any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. The initial fraud alert stays on your credit report for 90 days. You can renew it after 90 days. For more information, see the "Further Information and Steps You Should Take" guidance attached to this letter.

FOR MORE INFORMATION:

We value you as a customer and the trust you place in us. I want to personally assure you that ILKB is committed to your privacy in addition to providing the best kickboxing and fitness classes available. Should you have any questions, we have established a number for you to call at 516-268-6613.

Very truly yours,
Michael Parrella
Chief Executive Officer & Founder

FURTHER INFORMATION AND STEPS YOU CAN TAKE

We recommend that you remain vigilant for an incident of fraudulent activity and/or identify theft by reviewing your account statements and monitoring your free credit reports. You are able to obtain a copy of your credit report from each of the three nationwide consumer credit reporting agencies:

Equifax	**Experian**	**TransUnion**
P.O. Box 740256	P.O. Box 4554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
1-800-525-6285	1-888-397-3742	1-800-680-7289
equifax.com	experian.com	transunion.com

The FTC also suggests that you request that all three credit reports be sent to you, free of charge, for your review. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. If you believe you are the victim of identity theft, you should contact your local law enforcement, Attorney General's Office and/or the Federal Trade Commission. You can obtain from these sources more information about steps that you can take to avoid identify theft and information about fraud alerts and security freezes. Contact information for the Federal Trade Commission is Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-382-4357, https://www.ftc.gov/.

If you live in **Iowa**, you can also find out more information regarding steps to avoid identity theft from the Iowa Attorney General's Office: Office of the Attorney General of Iowa, Consumer Protection Division, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106, 888-777-4590, https://www.iowaattorneygeneral.gov/.

If you live in **Maryland**, you can also find out more information regarding steps to avoid identity theft from the Maryland Attorney General's Office: The Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.marylandattorneygeneral.gov.

If you live in **North Carolina**, you can also find out more information regarding steps to avoid identity theft from the North Carolina Attorney General's Office: The North Carolina Office of the Attorney General, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 http://www.ncdoj.gov/Home.aspx?lang=en-US.

If you live in **New Mexico**, in addition to the rights set forth above, you have additional rights under the New Mexico Fair Credit Reporting and Identity Security Act, Chapter 56, Article 3A NMSA 1978.

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If you live in **Oregon**, you can also find out more information regarding steps to avoid identity theft from the Oregon Attorney General's Office: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301, 1-877-877-9392, http://www.doj.state.or.us/pages/index.aspx.